



OVERVIEW

Competent Leader with demonstrated success in driving and enabling growth in organizations, targeting assignments in:

SEO Consultancy/ Digital Marketing

REETIKA KALRA



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Bangalore



EDUCATION

- MBA (Foreign Trade) from International Institute of Foreign Trade & Research, DAVV University, Indore in 2007
- B.Sc. (Biotechnology) from Holkar Science College, DAVV University, Indore in 2005



CORE COMPETENCIES

SEO Consultancy

Pay Per Click (PPC) / Cost Per Click (CPC) / Google Adwords / Google Analytics

Conversions / Keyword Analytics

Cost Per Acquisition (CPA)

Return on Investment (ROI)

Display Advertising Campaigns

Pay Per Click Campaigns

Website Analytics Tools

Google Analytics, SEM Reports/ Social Media Management

Digital Marketing

International Marketing

Export Operations

Global Operations

Strategy Development

Client Relationship Management

Promotions



GLOBAL REPRESENTATIONS & PARTICIPATION



PROFILE SUMMARY

- Performance-Driven Professional with experience in optimizing **Search Engine Optimization** campaigns through effective keyword generation and ad copy writing, analysis of search query reports, implementation of bid changes, landing page tests and so on
- Tracked performance metrics such as **click-through rate, cost per click and cost per lead**
- Created comprehensive **keyword lists and mapped keywords** to ad groups and landing pages
- Earlier experience includes identifying business opportunities by sourcing product **availability and pricing from Asia and South East Asia**
- Ensured flawless execution of overall **Export - Import Operations** with extensive knowledge of the government policies & regulations and provisions of various statutory acts
- Represented the organization in various trade fairs like **Supply Side Shows (US), Food Ingredients (Asia), Market Place (East Coast US)**
- Strong communication, analytical, troubleshooting, problem solving & organizational skills



WORK EXPERIENCE

Since Feb'20 Thanks for the Help as Consultant SEO

Key Result Areas:

- Improving the SEO and SEM traffic by negotiating with companies and dealers to get the keywords live
- Liaising with the content writer for article write up and accounts department for payment for the links for sites
- Monitoring the sites as per the requirement before going ahead with keywords to be live
- Building the database of sites and dealers by using internal tool to check the site details for SEO purpose
- Managed Google-Banner Ads (including client search strategies); set-up and optimized Paid Search/ Pay-Per-Click campaigns
- Analysed traffic using Google Analytics and detailed the analysis of Pay Per Click (PPC) activity using PowerPoint presentations and Excel reports
- Monitored funds in the account along with maintaining conversions
- Developed and implemented paid search strategies including campaign segmenting and structuring, creating effective ad copy along with enhancing landing pages, and generating detailed reports
- Tracked performance of campaigns using Google Adwords; troubleshoot issues impacting campaign performance and communicated with Campaign Consultants to clarify and make recommendations
- Supervised campaigns reporting with detailed analyses of keywords performance, ad copies, bounce rates, conversion rates, so on
- Ensured alignment of ads, keywords and landing pages with focus of the campaign
- Met the daily targets for campaigns reviews and turnaround times for issues highlighted

Since Jun'12

Apollo Ingredients India Pvt. Ltd., Mumbai as Manager-Exports

Key Result Areas:

- Administering EXIM & Logistics services entailing custom clearance, primary delivery, inventory, warehousing, secondary distribution, spare parts management & reverse logistics

- **Represented organization at SSW, Vegas in 2012**
- **Participated as Visitor at SSW, Vegas in 2013**
- **Represented organization**
 - **SSE, New York in 2014**
 - **SSE, Orlando in 2015**
 - **SSE, Orlando in 2016**
 - **SSE, Secaucus in 2017**
 - **SSE, Secaucus in 2019**

NOTABLE ACCOMPLISHMENTS ACROSS CAREER



Evangelized products through workshops at domestic and international industry tradeshows and conferences; built excellent relations with press and analyst communities

ACADEMIC PROJECTS

- Conducted Internet Market Research for SONIC BIOCHEM, Indore for Non-GMO Soya Products for USA Market
- Major Research Project to study the exports of bulk & formulated drug from India to US Market

- Streamlining the freight and distribution (land, sea & air freight), setting up lead time and monitoring the movement of goods from ports to destinations
- Executing all department operations and ensuring compliance to all regulations for department and subsidiaries; adhering to all standards for export goods and establishing all targets and streamlining processes to incorporate all government regulations
- Supervising all export of goods and supervising delivery of all goods and managing distribution of all goods to various geographical locations
- Interacting with senior management and ensuring compliance to all trade regulations and changes; providing training to all company employees for all export processes
- Facilitating internal and external audits and required prior disclosures for all processes; supervising efficient working of all external agents such as freight forwarders and customer brokers

Nov'07-Feb'12

Konark Herbal & Healthcare, Daman as Assistant Manager – Exports

Highlights:

- Improved product and service offerings; led high value sales, addressed minor details and identified areas of improvement in customer service
- Conducted the analyses of lead tracking & reporting to increase name/brand recognition
- Undertook business case assessment to enhance channel sales relations; assessed and evaluated new vendor products

IT SKILLS

- M.S. Office & Internet Applications

PERSONAL DETAILS

Date of Birth: 4th October 1982

Languages Known: English & Hindi

Passport Details: K9408535 (US Business Visa Valid till 16th Oct'22)

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